

Sociolinguistic features of the process of formation of terminology in the sphere of gastronomy.

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Abstract: *This article reveals the socio-linguistic phenomena and their characteristics in the process of formation of terminology in the sphere of gastronomy. Each industry has its own history and development systems, and on the way to this development there are a number of social processes. The article considers research and views in this area.*

Keywords: *"experience economy", "culinary tourism", "gastronomic tourism", "gastronomic tourism", gastronomic tourism, International Association of Culinary Tourism.*

Gastronomy has developed significantly over the centuries, and many studies have been conducted defining gastronomic styles and the development of each direction's own cuisine. For example, Mennell (1985) traces the development of culinary arts in England and France since the Middle Ages, and Parsa (1998) summarizes the development of Western cuisine in America. In Chapter 4 of this volume, Rosario Scarpato examines in detail the development of the concept of gastronomy. Not only is it very difficult to define gastronomy as a term, but also to reform it in a specific area is a difficult process. Research and study of gastronomy in its earliest centers of development helps to better understand this area. Today, unnoticed by us, the so-called "experience economy" is playing an increasingly important role in our lives. The Americans B. Joseph Paine II and James Gilmore present their experience as the fourth economic position and explain this unique position as follows. Man buys experiences by stimulating his senses, that is, he pays for self-satisfaction and pleasure. Many companies prepare interesting programs and put them up for sale on the market, and travel agencies also participate in this sale with their advertising. The above-mentioned companies take into account the impact of their products on emotions and, if these products are filled with enough impressions, present the finished product to buyers. Thus, some products are sensory-

dependent by their nature. Gastronomic festivals and gastronomic tours can easily be attributed to such products.

Gastronomic tourism as an independent direction of tourism began to develop relatively recently. There are a number of definitions and explanations of this direction of tourism. In specialized literature, there are such concepts as "culinary tourism", "food tourism", "gastronomic tourism". Food, tasting, cooking, food, wine, beer, etc. - all these are types of gastronomic tourism.

The term "culinary tourism" was first introduced in 1998 by L. Long, associate professor of folk culture at Bowling Green University, Ohio (USA), to express the idea that people get to know other cultures through local food.

Gastronomic tourism, or **culinary tourism**, is one of the main types of tourism, the main purpose of which is to get acquainted with the national cuisine and food culture of a given country during a trip to a certain country. First of all, a gastronomic tourist studies national and traditional dishes that are considered an integral part of the culture, the cooking process, serving methods, food patterns and positions, seeing and knowing the history, economy, public policy and beliefs of the local population of the country he is traveling to¹.

In other words, gastronomic tourism is a trip aimed at getting acquainted with the national dishes of the country, the peculiarities of production and preparation of products and dishes, as well as training and improving professional knowledge. Today, gastronomic tourism has become one of the fastest growing innovative sectors of tourism. When traveling, people are looking for regional and cultural experiences. Gastronomic tourism can also be considered as a tourism network focused on the development and promotion of food and beverages as an object of tourist attraction. If we look at the history of culinary tourism, it has been mentioned as a new tourist destination since 2001, when Eric Wolf, the founder and president of the International Culinary Tourism Association (ICTA), presented a document confirming this tourism. This short document later became a book about the growing interest in food and wine tourism and the demand for food tours, which forced local businesses and

¹ https://uz.wikipedia.org/wiki/Gastronomik_turizm

restaurateurs to meet the growing demand. E. Wolf gave the following definition: "Gastronomic tourism is the search for and enjoyment of unique, unforgettable food and drink, both on the other side of the world and on the next street. After all, in addition to traveling around the country or the world, we can become gastronomic tourists of our region, city and even neighborhood."²

The goal of culinary tourism is to inspire food and wine lovers, educate passionate travelers about destinations, and provide opportunities to learn about local food trends, cooking methods, and the history of foods, dishes, and beverages. Through food and drink, tourists can participate in experiences from the emergence of cultural waters in various destinations around the world to the way they are brought to the masses. In general, a gastronomic tour can include a wide range of activities related to cooking, food sampling, food trends, winemaking and baking.

In addition to restaurant weeks, food events and cooking competitions in different cities, culinary tourism, such as visits to wineries and breweries, restaurant tours and visits to the food industry, conferences and other events with the participation of professionals - chefs and cookbook authors, and also , including ethnic food tastings.

Studies show that the "Food" cultural region is a separate language. The gastronomic habits and preferences of the English-speaking ethnic group have developed over many centuries, and national cuisines, which are an integral part of any culture, have gradually been created. Today, each nation has its own cuisine, and lexical semantics reflects the specific cultural environment and experience of a given society.

Studying English cuisine allows us to draw conclusions about its diversity and national identity. British cuisine has been formed for centuries, and it has historically coexisted with several ethnic groups and different cultural carriers on the territory of the country. Over time, specific differences began to appear more and more in the psychological types of the national language personality of the people of England, Scotland, Ireland and Wales, as well as in culinary traditions and food preferences.

² Вульф Эрик «Что такое гастрономический туризм». <http://www.worldoftravel.org/what-is-food-tourism>.

The same can be said about the carriers of the ethnic culture of Canada, the USA, Australia and New Zealand.

So, cuisine and culture have always been formed together as a whole concept for several periods. Just as natural or chemical products are used to prepare food, language uses written expressions to express ideas and sounds to express culture. These two social actions of a person are related to each other. When food is eaten, it enters the human body through the mouth, and the tongue takes an active part in this process, so it also participates in speech. Gerhardt describes the relationship between food and language as follows: "food is prepared and cooked through ingredients; sounds are reflected in words and create text³. It provides information about how food is prepared with the help of language, what ingredients are used, what types of cooking are called, which food can play an important role in social relations. Therefore, from this point of view, language and food have several grounds for scientific research.

Therefore, the reason why it is difficult to characterize gastronomy as a term is that it is actively used by society in various and wide areas. As Rosario Scarpato noted, the term gastronomy is not a new term, it is a field that has been formed since ancient times.

The term gastronomy has different meanings in dictionaries. Generally speaking, gastronomy means choosing food, preparing it, serving it (service) and enjoying delicious food.

If we pay attention to etymology, the word gastronomy goes back to the ancient Greek culture. The word gastronomy (gastér, gaster-"stomach", nomós, nomos-"science, teaching") is a field that connects all processes related to culture and food. Gastronomy involves finding, tasting, learning about and understanding the tactile qualities of food and how it connects with a wide range of people .

The first development of gastronomy can be traced back to primitive people using fire for cooking and families gathering around the fire to share the food they cooked⁴.

³ Gerhardt C, Frobenius M, Ley S. Culinary Linguistics; The chef's special. Amsterdam. John Benjamins Publishing Company, 2013. P: 6.

⁴ Montagné, Prosper. Larousse gastronomique: The New American Edition of the World's Greatest Culinary Encyclopedia. Edited by Jennifer Harvey Lang. New York: Crown, 1988. Second English edition. P: 6.

Ancient cave paintings, such as those at Les Trois Frères in Ariège, southern France, depict these early gastronomic events. The fact that processes such as preparation, selection, weighing and consumption of food were carried out in early civilizations such as ancient Assyria, Babylon, and Egypt also indicate that gastronomy has been developing since ancient times. Most dictionaries define gastronomy in terms of the art or science of fine dining. Emphasis on art and science is translated as skill and knowledge, which is clearly associated with the origin of the term in a practical sense. It is known that the oldest use of the word "gastronomy" was in ancient Greece⁵. In the 4th century BC, Archestratus, a Sicilian Greek, wrote what is considered to be the oldest guide to food and wine in the Mediterranean region; Gastronomy is one of several tentative titles of this book. Arkestratus's book no longer exists, except for fragments of Athenian works written in 200 AD. Archestratus is an enigmatic character, but he is known to have traveled widely in the ancient Mediterranean to find out what was best to eat and drink and where to find it, thus establishing the first link between gastronomy and tourism.

Later, the term "Gastronomie" appears again in 1801 in one of Joseph Berchouch's culinary works.

Also, since the publication of the book "Physiology of Taste" by Jean Anthelme Brillat Savarin, the term gastronomy has become more widely used. According to Brillat Savarin, "Gastronomy is the knowledge and understanding of everything related to human nutrition. Its purpose is to use the best food and ensure that it is preserved for people⁶.

Undoubtedly, there was remarkable consistency in the interpretation of gastronomy from ancient Greece to nineteenth-century Europe. Moreover, these interpretations were relevant in the 21st century as well as in the 19th and 20th centuries. It is worth noting that they are not the focus of gastronomy as a material source of food and drink, but how, where, when and why we eat or drink.

⁵ [John Wilkins](#), [Shaun Hill](#), *Food in the Ancient World*, 1994. P: 35.

⁶ Dahbi Rita. The cultural development of gastronomy. Culinary art versus future trends. Vienna. May. 2015. P: 19.

It is important to study gastronomy as a practice and a science. For example, choosing the cuisine of a certain nation and getting to know its cooking technique closely is considered a practice.

Many years ago, people used to cook and sell food on the streets. This activity changed over time to the modern cafes and restaurants. For thousands of years, people would buy light snacks and drinks from street vendors to eat outside of their homes, sit and eat at roadside inns.

The first Western restaurants began to appear in France, and by the 18th century, a culinary revolution had begun in Paris. But one of the oldest examples of true restaurant culture began almost halfway around the world 600 years ago.

According to Elliot Shore and Cathy Rawson, co-authors of *Dining Out: A Global History of Restaurants*, the first establishments easily recognizable as restaurants were two Kaifengs in China around 1100 BC, each home to more than 1 million people. and emerged at a time when cities such as Hangzhou were densely populated.

Trade between the northern and southern capitals of the Song dynasty was brisk in the 12th century, explains Shore, a professor of history at Bryn Mawr College, but Chinese merchants who traveled outside their cities were not accustomed to the unusual local cuisine. "The original restaurants in those two cities basically cooked Southern food for people from the South or Northern food for people from the North. We can call this "ethnic restaurant" the first restaurant," says Shore⁷.

List of literature:

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